

## Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 16749 041348Z

53

ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 RSC-01 /020 W  
----- 103095

P R 040852Z NOV 74  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 4249  
AMEMBASSY VIENNA  
AMEMBASSY WARSAW  
USIA WASHDC

UNCLAS MOSCOW 16749

USDOC FOR BEWT/THOMPSON DIBA/ZENS BIC/MOOSE FROM BLOW

VIENNA FOR EWTC/MARTIN

WARSAW FOR USTODIO/HERTZBERG

USIA FOR IBS, PS

E.O. 11652: NA  
TAGS: BEXP, UR  
SUBJ: REPROGRAPHIKA 74 - FINAL REPORT

REF: MOSCOW 16489

1. FINAL REPORT FOR REPROGRAPHIKA 74 - JEEP AS OF COB  
NOVEMBER 1, 1974. ONE EXHIBITOR CONTINUES TO NEGOTIATE,  
BUT THIS REPORT CONSIDERED FINAL. FORMAT FOLLOWS:

1. REPROGRAPHIKA 74 JEEP
2. US COMMERCIAL OFFICE, MOSCOW, USSR, OCTOBER 29-31, 1974
3. AGENTS APPOINTED -0-, UNDER NEGOTIATION -0-
4. FLOOR SALES: \$2,000

12 MONTH PROJECTION 1.0 MILLION US DOLLARS

5. NUMBER OF REGISTERED VISITORS: -0-. AS PREVIOUSLY  
REPORTED, IT IS VIOLATION OF SOVIET REGULATIONS TO REGISTER  
VISITORS AT EXHIBITIONS IN THE SOVIET UNION. FOLLOWING IS  
BREAKDOWN OF ATTENDANCE DURING LECTURES:

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PAGE 02 MOSCOW 16749 041348Z

29 OCT. A.M. ADVANCE PROCESS SUPPLY 65

29 OCT. P.M. KODAK (SUBSTITUTE) 97

30 OCT. A.M. SCM 46

30 OCT. P.M. IBM 32

31 OCT. A.M. KODAK 77

31 OCT . P.M. KODAK 85

TOTAL 402

THESE FIGURES REPRESENT SEMINAR VISITORS ONLY. SEVERAL SOVIET BUYING OFFICIALS HELD MEETINGS WITH EXHIBITORS DURING LECTURE PERIOD AND NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT.

6. NOTEWORTHY RESULTS: EASTMAN KODAK SOLD ALL DISPLAY ITEMS FROM FLOOR AND STATED QUOTE THIS COMBINED EXHIBITION SYMPOSIUM THOUGH SMALL IN SIZE, WAS WITHOUT DOUBT BIG IN STATURE. THIS PROVED BY THE LARGE NUMBER OF PEOPLE WHO ATTENDED AND THEIR SERIOUS ATTENTION PARTICULARLY DURING THE LECTURE SESSIONS. THE FACILITIES AVAILABLE TO US AND THE ORGANIZATION OF THE WHOLE VENTURE COULD NOT BE FAULTED IN ANY WAY. UNQUOTE (CLEARED FOR PUBLICATION) SCM CORPORATION IS STILL NEGOTIATING BUT FORECASTS 1,000,000 US DLRS NEXT TWELVE MONTHS AS RESULTS OF CONTACTS MADE DURING JEEP. QUOTE: EXHIBITION PROVIDED AN EXCELLENT OPPORTUNITY TO MAKE GOOD CONTACTS FOR FUTURE BUSINESS. THE DEPARTMENT DESERVES HIGH MARKS INDEED FOR ITS SUCESS IN GETTING THE RELEVANT PEOPLE IN AND FOR THE QUALITY OF THE SHO. UNQUOTE (CLEARED FOR PUBLICATION)

7. OBSERVATIONS: OBVIOUSLY, SUPPORT OF THE CHAMBER OF COMMERCE AND INDUSTRY AND STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY CRITICAL TO THE SUCCESS OF SEMINAR/EXHIBIT. AS PREVIOUSLY REPORTED RE PREPARATION FOR THIS JEEP, MANY HOURS WERE SPENT IN NAILING DOWN SPONSORSHIP. ONCE STATE COMMITTEE OF SCIENCE AND TECHNOLOGY AGREED TO SPONSOR AND CHAMBER AGREED DISTRIBUTE TICKETS, AUDIENCE SHOWED UP IN MASSE. PRODUCT THEME WAS A GOOD ONE. BOTH IBM AND SCM REPORTED EXCELLENT INTEREST IN COPYING MACHINES. ALTHOUGH SCM FOUND ONLY LIMITED INTEREST IN SMALL MACHINES USING 2 MC. OXIDE PAPER BUT MUCH GREATER INTEREST IN LARGE (ALONG LINES OF XEROX 3600) MACHINE WHICH WORKS ON PLAIN PAPER. KODAK SOLD THEIR MICROFILM EQUIPMENT EASILY. ADVANCE PROCESS SUPPLY SPEND LONG HOURS IN PRIVATE DISCUSSIONS WITH IMPORTANT PUBLISHING INSTITUTES. DEPENDING ON USDOC'S DECISION FOR INTERORGTECHNIKA 75, THESE FIRMS SHOULD UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 16749 041348Z

DEFINITELY BE CONTACTED FOR PARTICIPATION IN USA PAVILION. KODAK, SCM, IBM WILL PROBABLY PARTICIPATE EVEN IF THERE IS NO USG SPONSORSHIP.

8. TOTAL NUMBER OF EXHIBITORS: 4 PAS FOR 4 COMPANIES

A. NEW-TO-EXPORT: -0-

B. NEW-TO-MARKET: 3

C. OLD TO MARKET: 1

D. FULLY ACHIEVING MARKET OBJECTIVES: 4

E. PARTIALLY ACHIEVING MARKET OBJECTIVES: -0-

F. FAILING TO ACHIEVE MARKET OBJECTIVES: -0-

G. NUMBER OF EXHIBITORS WITH REPRESENTATIVES

ATTENDING FROM U.S.: 3 AMERICANS FROM 2 COMPANIES.

NOTE: IBM HAD RESIDENT AMERICAN DIRECTOR

KODAK SENT 3 FROM U.K.

9. EXHIBITORS EXTREMELY PLEASED WITH ALL FACETS OF THIS SEMINAR/EXHIBITION. WE HOPE TO OBTAIN BSPS FROM ALL FOUR DURING NEXT TWELVE MONTHS. LAST MINUTE DROP-OUT BY IMAGE SYSTEMS CAUSED SOME EMBARRASSMENT, BUT DID PROVIDE ADDITIONAL EXHIBIT SPACE IN AN ALREADY CROWDED AREA.

EQUIPMENT CONTENT AND SIZE WELL SUITED TO MIRO SYSTEM AND AVAILABLE SPACE. SUGGEST USDOC FURNISH COPIES OF BRIEFING MATERIALS AS USED TYPE I TRADE FAIRS TO EXHIBITORS BEFORE THEY DEPART FOR THE SOVIET UNION. IF USDOC SUPPLY EXHAUSTED, USCOMOFF CAN FORWARD ADDITIONAL MATERIALS. EMBASSY WILL FORWARD THESE ITEMS TO USEWTC PRIOR TO CHROMA/SPECTRO JEEP IN DECEMBER.

10. WITHOUT SUPPORT OF SOVIET ORGANIZATIONS, PARTICULARLY CHAMBER OF COMMERCE/INDUSTRY, SUCCESS OF THIS SHOW WOULD HAVE BEEN PROBLEMATICAL, AT BEST. COMPAISON OF OUR EXPERIENCE IN JULY AND LATEST CASE IS QUITE INSTRUCTIVE. COMMOFF BELIEVES THIS POINTS UP, INTER ALIA, NECESSITY OF ADHERING AS CLOSELY AS POSSIBLE TO CHAMBER'S REQUEST THAT INFORMATION ON PROPOSED JEEPS/SEMINARS BE PRESENTED NO LATER THAN SIX MONTHS PRIOR TO EVENT IN QUESTION. AS THIS DEADLINE HAS ALREADY PASSED FOR MARCH 1975 OIL/GAS FIELD EQUIPMENT JEEP, WE WOULD APPRECIATE RECEIVING INFORMATION ON THIS EVENT, EVEN IF INCOMPLETE, ASAP.

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 NOV 1974  
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**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
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**Errors:** N/A  
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